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AUG 3

Broadcasting

FIRST IN TELEVISION CABLE RADIO SATELLITE

- WHITE HOUSE PANS CABLE BILL AT WIRELESS CABLE / 22
- NBC REVEALS THEATRICAL LINEUP / 21
- HIGH HOPES FOR FALL SCATTER MARKET / 32

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SUMMER OLYMPICS: SPLIT DECISION FOR NBC

BROADCASTERS GET FAVORABLE CABLE BILL APPOINTMENTS

By Randy Sukow

The 11 House Energy and Commerce Committee members named as conferees on the cable reregulation bill (S. 12/H.R. 4850) bode well for broadcasters hoping to have retransmission consent included in the final bill sent to the President this fall.

The announcement of the House conferees Friday afternoon (July 30), to be followed rapidly by the announcement of the Senate conferees either late Friday or early this week, means the conference can soon commence and leaves open the chance that a conference agreement could be ratified by both Houses before the Congress recesses next week for the Republican convention.

Among the conferees are Dennis Eckart (D-Ohio) and Jack Fields (R-Tex.), the co-authors of the House retransmission consent bill introduced in 1991 (H.R. 3380), two H.R. 3380 co-sponsors Energy and Commerce Committee ranking member Norman Lent (R-N.Y.) and Ralph Hall (D-Tex.)—and several others who have backed retransmission consent in committee and floor debates.

Other Democratic conferees include: Energy and Commerce Committee Chairman John Dingell (Mich.); Telecommunications Subcommittee Chairman Edward Markey (Mass.); Billy Tauzin (La.); Thomas Manton (N.Y.), and Claude Harris (Ala.).

Other Republicans named: ranking Subcommittee member Matthew Rinaldo (N.J.) and Michael Bilirakis (Fla.). Don Ritter (Pa.) was named as an alternate for Fields, who may be unavailable for the conference this week.

At the same time, no members of the House Judiciary Committee were named to the conference. House Speaker Thomas Foley (D-Wash.), however, reserved the right to name Judiciary conferees before the start of the conference. ■

This Week

OLYMPIC GOOD NEWS AND BAD / 3

Bucking a 20-year trend, prime time viewing of the Olympics has increased over four years ago. The Triplecast, however, has not fared well.

PRE-EMPTION THREAT / 6

Irked over CBS's proposed compensation cut, some affiliates are reportedly talking to syndicators about programing to pre-empt weak spots in the network schedule.

THE $30 MILLION HALF-MINUTE / 16

King World has picked up an additional 30 seconds of barter from *Jeopardy!* and *Wheel of Fortune*, a move worth an estimated $30 million a year.

NBC AT THE MOVIES / 21

NBC released a partial list of theatricals it has acquired for pre-cable airings, including "King Ralph" and "My Blue Heaven."

WIRELESS AND HAPPY / 22

The program access provision in the House cable reregulation bill brought cheer to operators attending the wireless cable convention, but they're concerned about the impact of compromise and White House opposition on the final bill.

***King World ekes another 30 seconds of barter out of* Wheel of Fortune *and* Jeopardy! (p. 16).**

4850 PLOYS / 24

Observers on both sides of the issue are marveling at the House's lopsided passage last week of the cable rereg bill. Some say Republican support for tough regulatory amendments now may be a design to make a veto sustainable later.

UNISTAR TREK / 29

Pulled down with the rest of network radio by the recession, Unistar is looking at price increases for its satellite-delivered formats as well as expansion abroad.

CO-OP COVERAGE / 31

Even in a time of lean budgets, affiliates and independents are expanding their news coverage through reliance on news cooperatives.

HIGH HOPES FOR FALL SCATTER / 32

A pickup in buying in the days after the Olympics may portend a strong fall scatter market, media buyers believe. Having held in the upfront in the hopes of getting better prices later, the networks as a group bring a large amount of unsold inventory to the table.

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Broadcasting's Ratings Week 4 Jul 20-26

	ABC	CBS	NBC	FOX
MONDAY	8.3/15	10.7/20	9.5/17	NO PROGRAMING
8:00	32. FBI: Untold Str 9.3/19	42. Evening Shade 8.5/17	32. Fresh Prince 9.3/19	
8:30	27. Amer Detective 9.5/18	27. Major Dad 9.5/18	36. Blossom 9.0/17	
9:00	41. FBI: Untold Str 8.7/15	5. Murphy Brown 12.5/22	23. NBC Monday Night Movies—The Marla Hanson Story 9.7/17	
9:30	47. Eastwood & Co. 7.8/14	29. Grapevine 9.4/16		
10:00	53. Human Target 7.2/13	11. Northern Exposure 12.0/22		
10:30				
TUESDAY	11.7/21	9.6/17	8.4/15	NO PROGRAMING
8:00	8. Full House 12.1/24	21. Rescue: 911 9.9/19	60. In the Heat of the Night 6.9/13	
8:30	3. Home Improvmt 14.2/26			
9:00	2. Roseanne 15.0/26	29. Circus of the Stars 9.4/16	36. In the Heat of the Night 9.0/15	
9:30				
10:00	25. Homefront 9.6/17		29. Dateline NBC 9.4/17	
10:30				
WEDNESDAY	7.0/13	9.0/16	9.3/17	10.3/18
8:00	68. Wonder Years 6.4/12	70. Howie 6.3/12	8. Unsolved Mysteries 12.1/22	16. Beverly Hills 90210 10.4/19
8:30	70. Growing Pains 6.3/11	78. Ultimate Revenge 5.5/10		
9:00	61. Doogie Howser 6.8/12	22. Raven 9.8/17	25. Seinfeld 9.6/17	18. Melrose Place 10.1/17
9:30	57. Who's the Boss? 7.1/12		53. Dear John 7.2/12	
10:00	47. ABC News Special 7.8/14	14. 48 Hours 11.2/21	51. Quantum Leap 7.5/14	
10:30				
THURSDAY	9.3/17	9.8/17	8.7/16	8.0/14
8:00	45. The Young Riders 8.2/15	32. Top Cops 9.3/17	47. A Diffrnt World 7.8/15	36. Simpsons 9.0/17
8:30			35. Cosby 9.1/17	70. Parker Lewis 6.3/12
9:00		18. Street Stories 10.1/17	8. Cheers 12.1/21	43. Beverly Hills 90210 8.3/14
9:30			13. Wings 11.4/19	
10:00	12. Primetime Live 11.5/21	20. Bodies of Evidence 10.0/18	73. L.A. Law 6.0/11	
10:30				
FRIDAY	9.1/19	7.6/16	6.0/13	5.3/11
8:00	39. Family Matters 8.9/20	57. Haunted Lives 7.1/16	65. Matlock 6.5/14	81. America's Most Wanted 5.0/11
8:30	40. Step By Step 8.8/19			
9:00	43. Dinosaurs 8.3/18	46. 60 Minutes: The Entertainers 7.9/16	77. Summer Olympics Preview 5.7/12	78. Di: Prisoner in Buckingham Palace 5.5/11
9:30	53. Perfect Strangers 7.2/15			
10:00	15. 20/20 10.8/22			
10:30				
SATURDAY	5.2/11	6.7/14	14.4/29	6.0/12
8:00	83. MacGyver 4.2/9	61. CBS Saturday Movie—Gunsmoke: To the Last Man 6.8/14	4. Summer Olympics Opening Ceremonies 13.8/29	65. Cops 6.5/14
8:30				53. Cops 2 7.2/15
9:00	82. Human Target 4.9/10			73. Code 3 6.0/12
9:30				83. Vinnie & Bobby 4.2/8
10:00	64. The Commish 6.6/13	68. Jake and the Fatman 6.4/13		
10:30				
SUNDAY	8.0/14	11.9/21	18.7/33	5.8/10
7:00	87. Life Goes On 2.8/5	7. 60 Minutes 12.4/25	1. Summer Olympics 18.1/33	86. Bill & Ted 3.8/8
7:30				83. True Colors 4.2/8
8:00	63. Am Fun Hme Vid 6.7/12	17. Murder, She Wrote 10.3/18		57. In Living Color 7.1/13
8:30	52. Am Fun People 7.4/13			73. Rachel Gunn, R.N. 6.0/10
9:00	23. ABC Sunday Night Movie—Outrageous Fortune 9.7/16	5. CBS Sunday Movie—Conspiracy of Silence, Pt. 1 12.5/21		50. Married w/Childn 7.7/13
9:30				65. Herman's Head 6.5/11
10:00				76. Down the Shore 5.8/10
10:30				80. Stand by Your Man 5.2/9
WEEK'S AVGS	8.4/16	9.4/18	11.0/20	6.8/13
SSN. TO DATE	11.3/19	12.6/21	11.6/20	7.6/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

one area of the economy, such as housing starts, could mean that advertising budgets that were absent from upfront and held in check for fourth quarter may start to appear. If enough advertisers start trickling into the market, a wave could bring in the rest. "The mentality is that the safest way to operate is to do like everyone else is doing," says Hal Riney's Seay.

The actions of just one advertiser, even General Motors, the biggest advertiser to sit out the upfront and wait for scatter, is not enough to get the market moving, buyers say. "GM won't start the flood, since everyone expects them to come in," says one source close to the automaker. But General Motors—and its buyer, Leo Burnett, which is holding off on upfront so far for its other clients as well—can help bring inventory back to its normal level, helping the networks up pricing if demand takes hold. General Motors itself will not pay the higher price, according to the source, saying the automaker will be in a position to get pricing at no higher than upfront levels.

Whatever happens, there is no question that the 1992 fall scatter market will be better than it was in 1991, says Arthur Gruen of Wilkofsky and Gruen.

"That was really dismal."

As for national cable advertising, there is little movement in the upfront market. It is expected to pick up in the next couple of weeks, says Aaron Cohen, senior vice president, director of broadcast programing, NW Ayer. Buyers are simply following the same slow pattern they followed in the network upfront this year. "Everybody is learning that the business can get done at a slow pace, without panic," says Cohen.

And aside from advertisers' reticence to spend, which is affecting all media, the slow trickle to buy cable is also indicative of its growth, says Seay. "There are so many cable options, and there are so many things you can live without. Whether you buy a TNT or Lifetime or USA movie doesn't really matter."

Although there are enough advertisers interested to create a cable upfront, Seay rejects any attempts to compare it to network upfront. "You can lose your job if you miss buying *Monday Night Football*. But if you miss something on cable, it's not going to make or break you." ■

NIELSEN ADDS ANOTHER MARKET TO THE METER

Nielsen Media Research announced it would begin metered ratings service to 29th market in February 1993. In Orlando-Daytona Beach-Melbourne, Fla., WPCX-TV, CBS affiliate; WOFL-TV, Fox affiliate and WKCF-TV, independent, have signed up as clients. Nielsen recently announced it would begin providing metered service this November to San Diego, Baltimore and Kansas City.

LOOKING AT THE BOTTOM LINE

June TV station revenue was up 1.2% over same month in 1991, according to monthly "flash report" compiled for Television Bureau of Advertising. TVB said survey of 187 affiliates showed revenue was up 2%, while 37 independent TV stations reported collective decline of 1.8%. Overall, revenue gains were almost identical for local sales, up 1.2%, and national spot revenue, up 1.3%. Year-to-date revenue change for stations is plus 4.0% for affiliates, negative 0.5% for independents and plus 3.2% overall.

□

Granite Broadcasting said second-quarter operating cash flow jumped 19.6%, to $4.1 million, on 12.8% revenue increase, to $9.8 million. Don Cornwell, chief executive officer of group owner said, "During the quarter, local and national non-political advertising increased by 15.2% and 7.6%, respectively, enhanced by a gain of more than 60% in automotive advertising, which was especially strong at KNTV-TV San Jose, Calif., and WPTA(TV) Fort Wayne, Ind."

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

KPPL(FM) Colusa, Calif. □ Sold by Park Lane Colusa Partners Ltd. to The Park Lane Group for $2.5 million in sale of up to 2.9 million shares of stock; limited partners of assignor are contributing their interest to assignee, which will cause assets of assignor to be dissolved. Park Lane Group is general partner of assignor, and is headed by James Levy. It is also licensee of KVOY(AM)-KTOI(FM) Tehachapi, Calif. KPPL has mainstream AC format on 107.5 mhz with 28 kw and antenna 600 feet above average terrain.

KDIA(AM) Oakland, Calif. □ Sold by RAGH Inc. to Willie L. Brown Jr. for $1.6 million. **Seller** is subsidiary of Ragan Henry Broadcast Group, headed by Ragan Henry, who has interests in 8 AM's, 15 FM's and one TV, including KJUL(FM) North Las Vegas, which is also being sold (see "For the Record," page 47). **Buyer** has no other broadcast interests. KDIA is full-timer with urban contemporary format

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$2,698,500** □ **9**

FM's □ **$1,253,060** □ **7**

AM-FM's □ **$5,896,868** □ **5**

TV's □ **$0** □ **0**

Total □ **$9,848,428** □ **21**

1992 to Date:

AM's □ **$134,994,163** □ **134**

FM's □ **$148,302,409** □ **142**

AM-FM's □ **$195,858,346** □ **96**

TV's □ **$1,184,301,620** □ **39**

Total □ **$1,663,456,538** □ **411**

For 1991 total see Jan. 27, 1992 BROADCASTING.

Open Mike

NOT CONVINCED

EDITOR: In your June 15 editorial, "Hard News," you wrote that access to the execution of a convicted killer in California should be granted to broadcasters. You also urged that broadcasters "apply their most serious and sensitive news judgment."

I would like to make two points: First, let's look at serious and sensitive news judgment. In the San Francisco area, and in other cities where I have watched news, "if it bleeds, it leads." Can we as viewers expect anything but a 40-second clip of the execution showing the actual reflex movements of the killer? I hardly expect a fair presentation of the execution and the facts that led up to that point.

"Can we as viewers expect anything but a 40-second clip of the execution showing the actual reflex movements of the killer?"

Stanley Lichtenstein

Second, if a TV station were to air the execution, I want a dramatization of why the killer was sentenced to die. I want to see the deed that led to a jury's decision that this killer should die for his sins.

Anything else on the air is not showing serious and sensitive news judgment, and I have watched very little TV news to indicate that degree of content is possible.—*Stanley Lichtenstein, professor emeritus, Chabot College, Hayward, Calif.*

SINGLED OUT

EDITOR: Some time ago I read your June 8 editorial, "Act Two," supporting must carry for home shopping stations. Thank you.

In this regard, this issue is still before the Congress with home shopping stations such as KCMY being media red-lined solely for program content, according to the current version of H.R. 4850.

KCMY put Home Shopping Network programing on the air as the sole means of getting on the air as no one—and I mean no one—like banks or leasing companies would lend us any money for a broadcasting venture without a source of repayment via an affiliation agreement.

The only source of regular income available was HSN, since ABC, CBS, NBC and Fox affiliations were long gone by our sign-on in 1990 after the CP grant in 1984.

What is particularly upsetting to me is to win an FCC license, granted on our minority preference for diversity of ownership in the media, being distorted into a specious argument that diversity means programing, not ownership.

"No one would lend us money without an affiliation."

Carmen Briggs

This is, as I understand it, to insure "political programing correctness." Thus, to enforce such a blatantly unconstitutional discriminatory policy, certain classes of broadcasters are to be treated "different." Media red-lined, to be more precise.

Well, we want to be treated like everyone else as to our choice of programing. No one else is to be red-lined. Why single us out? Is this the American Way? It sure reduces the American Dream to zero status, if so.—*Carmen Ponce Nicasio Briggs, president, KCMY(TV) Sacramento, Calif.*

INTERFACE AND HALL OF FAME SET

On Oct. 21, BROADCASTING magazine and the Federal Communications Bar Association will sponsor the annual "Broadcasting/Cable Interface" seminar and "Hall of Fame" dinner and awards ceremony at the Omni Shoreham Hotel in Washington. For more information, contact: (in New York) Joan Miller, (212) 340-9866; (in Washington) Pat Vance, (202) 659-2340.

GOOD MEMORIES

EDITOR: It was with deep sadness that I read of the passing of Rick Sklar, former program director of WABC(AM) New York (BROADCASTING, June 29). While living north of Hartford, Conn., during the rest of the year, I spent my summers during the 1960's and '70s on the Connecticut shoreline in Niantic, and the radio was always tuned to Musicradio 77, WABC. With the talents of Harry Harrison, Ron Lundy, Dan Ingram, Cousin Brucie, Chuck Leonard and Jay Reynolds, that great jingle package and the tight on-air production, you never got tired of the top 40 format. Practically every record was one you wanted to hear, with never a bad apple in the bunch. No other top 40 station that I listened to elsewhere could compare to WABC.

Rick Sklar pioneered a station sound and style that we may never hear again. And for those who listened to WABC, his book, "Rocking America: How the All Hit Radio Stations Took Over," is must reading.

God rest your soul, Rick Sklar, with sincere thanks for some great radio memories.—*Philip J. Zocco, engineering, WTNH(TV) New Haven, Conn.*

ERRATA

Hubbard Broadcasting's **USSB purchased five transponders** on Hughes Communications' first direct broadcast satellite, **not leased them** as reported in July 27 story.

July 16.

■ **KSDN-AM-FM Aberdeen, SD** (AM: BTC920520HQ; 930 khz; 5 kw-D, 1 kw-N; FM: BTCH920520HR; 94.1 mhz; 100 kw; ant. 440 ft.)—Granted transfer of control of licensee Green Bay Broadcasting Co. for $523,050 ("Changing Hands," June 8). Transfer includes WDUZ(AM)-WQLH(FM) Green Bay, WI (see below). Action July 14.

■ **WCMT-AM-FM Martin, TN** (AM: BTC920519EA; 1410 khz; 1 kw-D, 58 w-N; FM: BTCH920519EB; 101.7 mhz; 6 kw; ant. 328 ft.)—Granted transfer of control of Thunderbolt Broadcasting Co. for $475,000. **Seller** is Harold T. Brundige, selling his 54.9% to **buyer** Paul Tinkle, et al. Principals has no other broadcast interests. Action July 13.

■ **KLVI(AM)-KYKR-FM Beaumont, TX** (AM: BTC920325EB; 560 khz; 5 kw-U; FM: BTCH920325EC; 93.3 mhz; 100 kw; ant. 480 ft.)—Granted transfer of control of licensee Gulfstar Broadcasting pending consummation of purchase of station, granted last year ("For the Record," Dec. 2, 1991). Transferor R. Steven Hicks is transferring 80% of his 100% interest to his brother Thomas O. Hicks. R. Steven Hicks is 100% voting owner of Capstar Inc., 98% parent of licensees of WJDS(AM)-WMSI(FM) Jackson, MS; WSSL-AM-FM Greenville-Gray Court, SC, and WSIX-FM Nashville. Capstar is part of merger of new company CF Media, headed by Robert F.X. Sillerman (see "For the Record," April 6, under KKCW[FM] Beaverton, OR). R. Steven and Thomas Hicks have interests in licensee of WTAW(AM)-KTSR(FM) College Station and KVET(AM) Austin, both Texas. Action July 15.

■ **KHQ-TV Spokane, WA** (BTCCT920601LP; ch. 6; 87.1 kw-V; 17.4 kw-A; ant. 2,150 ft.)—Granted transfer of control of licensee KHQ Inc. for no cash consideration in estate transfer from William H. Cowles III (deceased, James P. Cowles as co-trustee) to James P. Cowles and William S. Cowles. Licensee is wholly-owned subsidiary of Cowles Publishing Co. James P. Cowles is director of certain trusts having minor interest in Tribune Co., Chicago, IL, whose subsidiaries are licensees of two AM's, two FM's and six TV's. Action July 15.

■ **WCAW(AM)-WVAF(FM) Charleston, WV** (BAL920513GN; 680 khz; 50 kw-D, 250 w-N; FM: BALH920513GO; 99.9 mhz; 50 kw; ant. 490 ft.)—Granted assignment of license from Capitol Broadcasting Corp. to Franklin Communications Partners Ltd. for $8.125 million (see WKSJ-AM-FM Prichard [Mobile], AL, above). Action July 16.

■ **WDUZ(AM)-WQLH(FM) Green Bay, WI** (AM: BTC920520HO; 1400 khz; 1 kw-U; FM: BTCH920520HP; 98.5 mhz; 100 kw; ant. 1,254 ft.)—Granted transfer of control of licensee Green Bay Broadcasting Co. for $523,050 ("Changing Hands," June 8). Transfer includes KSDN-AM-FM Aberdeen, SD (see above). President William C. Laird, who currently holds 100 shares of noncumulative voting preferred stock of licensee, will become controlling stockholder of company. Laird also has interests in licensee of WDUX-AM-FM Waupaca, WI. Action July 14.

■ **WYZM(FM) Waunakee, WI** (BAPH920514HB; 105.1 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from Dale A. Ganske to general partners Janice and Ronald Fedler for $246,500. **Seller** has no other broadcast interests. **Buyers** own 90% of stock of licensee of WMMM(FM) Verona, WI. Action July 9.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,971	183	5,154
Commercial FM	4,683	950	5,633
Educational FM	1,548	296	1,844
Total Radio	**11,212**	**1,429**	**12,641**
Commercial VHF TV	557	13	570
Commercial UHF TV	581	165	746
Educational VHF TV	123	5	128
Educational UHF TV	236	10	246
Total TV	**1,497**	**193**	**1,690**
VHF LPTV	463	138	601
UHF LPTV	804	829	1,633
Total LPTV	**1,277**	**967**	**2,244**
FM translators	1,901	383	2,284
VHF translators	2,509	72	2,581
UHF translators	2,394	373	2,767

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million.
[1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

NEW STATIONS

Applications

■ **Glenwood Springs, CO** (BPED920710MA)—Valley Christian Radio Inc. seeks 91.9 mhz; .22 kw; ant. 788 m. Address: 207 Basalt Center Circle, Suite 103, Basalt, CO 81621. Applicant has no other broadcast interests. Filed July 10.

■ **Sumrall, MS** (BPH920707ME)—Larry R. Scott seeks 97.3 mhz; 3 kw; ant. 100 m. Address: 1605 Carlisle Drive East, Mobile, AL 36618. Applicant holds CP for WJSJ(FM) Belzoni, MS. Filed July 7.

■ **Lake George, NY** (BPH920708MB)—David Covey seeks 98.5 mhz; .37 kw; ant. 393 m. Address: P.O. Box 490, Glens Falls, NY 12801. Applicant has no other broadcast interests. Filed July 8.

■ **Bismarck, ND** (BPH920702MB)—James and Konnie Bartels seek 97.5 mhz; 100 kw; ant. 324 m. Address: Route 1, Box 186-C, New Ulm, MN 56073. Applicants have no other broadcast interests. Filed July 2.

■ **Galeton, PA** (BPH920713MA)—Robert M. Stevens seeks 100.7 mhz; 14.5 kw; ant. 131 m. Address: 1005 Treasure Lake, Dubois, PA 15801. Applicant owns licensee of WKYN(FM) St. Mary's, PA. Filed July 13.

■ **Coahoma, TX** (BPH920701MC)—Drew Ballard seeks 94.3 mhz; 3 kw; ant. 91 m. Address: 2801 Wasson Drive, Big Spring, TX 79720. Applicant owns 3 AM's and 2 FM's. Filed July 1.

■ **Kenbridge, VA** (BPED920716MA)—Seaview Communications Inc. seeks 90.9 mhz; 1 kw; ant. 62 m. Address: Rte. 1 Box 177, Kenbridge, VA 23944. Applicant is headed by John Hart, and has no other broadcast interests. Filed July 16.

■ **Ashland, WI** (BPH920716MB)—Gerald J. Hackman seeks 93.3 mhz; 100 kw; ant. 299 m. Address: 222 11th Street West, Ashland, WI 54806. Applicant has no other broadcast interests. Filed July 16.

Actions

■ **Grand Junction, CO** (BPH901220MA)—Granted app. of Blackridge Broadcasters Inc. for 104.3 mhz; 100 kw; ant. 395 ft. Address: 2712 Caribbean Dr., Grand Junction, CO 81506. Applicant is headed by Martiey Miller, and has no other broadcast interests. Action July 14.

■ **Carlsbad, NM** (BPH910904MB)—Granted app. Kolob Broadcasting Inc. for 106.1 mhz; 50 kw; ant. 150 m. Address: 1011 West Mermod, Carlsbad, NM 88220. Applicant is licensee of KCCC(AM) Carlsbad, NM. Action July 6.

■ **Westport, NY** (BPH910821MF)—Granted app. of Westport Broadcasting for 102.5 mhz; 6 kw; ant. -10 m. Address: P.O. Box 1085, Ridgefield, CT 06877. Applicant is headed by Dennis Jackson, who is 46.3% owner of licensee of WREF(AM) Ridgefield, CT. Action July 13.

■ **Essex, NY** (BPH891012MY)—Granted app. of SMK Enterprises Inc. for 101.3 mhz; .487 kw; ant. 245 m. Address: P.O. Box 967, Burlington, VT 05402. Applicant has no other broadcast interests. Action July 17.

■ **Essex, NY** (BPH891012NB)—Dismissed app. of R J Winter Inc. for 101.3 mhz; .52 kw; ant. 236 m. Address: 8 Main St., Essex Jct., VT 05452. Applicant is headed by Richard Winter, and has no other broadcast interests. Action July 17.

■ **Essex, NY** (BPH891012NF)—Dismissed app. of Paul S. Goldman for 101.3 mhz; 1.273 kw; ant. 218 m. Address: 32 Woodbine, Colchester, VT 05446. Applicant has interests in one AM and two FM's. Action July 17.

■ **Westport, NY** (BPH910822MG)—Dismissed app. of Mountainview Bcg Corp. for 102.5 mhz; .84

Barry Diller would receive securities with $33.3 million principal value in exchange for giving up profit participation in Fox, according to a filing made by the studio's parent company, News Corp. Securities given to the former Fox chairman are 7.5% zero coupon notes due 2002, and are non-callable by News Corp. prior to March 31, 1995. At the end of July, Diller owned almost 900,000 shares of News Corp. stock.

Maximum Service Television has again asked the FCC to reconsider its rule giving TV stations two years to apply for HDTV licenses and three years to initiate HDTV service. In July 29 reply comments, MSTV included a Darby Associates study arguing that local ad insertion equipment, new tower and programing costs could double the estimated $1.5 million transmitter costs, making for an "unfair and unrealistic" burden on small stations with revenues "a hundredfold" less than large stations. With "little or no HDTV viewing audience until the turn of the century or later," MSTV says, the FCC should delay setting deadlines until two or three years after setting a standard.

Pieter VanBennekom resigned as chief executive officer of UPI last week. Robert Kennedy, deputy chief executive, UPI parent Middle East Broadcasting Co., London, is heading up the search team for a new UPI chief executive.

Fox Broadcasting's *The Simpsons*, in the non-telecast segment of *The 44th Annual Prime Time Emmy Awards*, won six Emmys in the newly established outstanding voice-over performance category. Receiving honors were Dan Castellaneta (as the voice of Homer Simpson), Nancy Cartwright (Bart), Julie Kavner (Marge), Yeardley Smith (Lisa), Jackie Mason (Rabbi Krustofsky) and Marcia Wallace (Mrs. Krabappel).

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending July 19. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	10.9/217/91
2. Oprah Winfrey Show	9.7/221/89
3. Jeopardy!	9.5/213/88
4. Star Trek	9.3/244/90
5. Married...With Children	7.4/176/90
6. Entertainment Tonight	6.8/188/86
7. Cosby Show	6.3/190/87
8. Current Affair	6.1/178/86
9. Wheel Of Fortune-encore	5.7/167/80
10. Donahue	5.4/228/80
11. Inside Edition	5.3/139/80
12. Baywatch	5.0/156/80
13. Sally Jessy Raphael	4.9/218/86
14. Love Connection	4.7/183/84
14. WKRP In Cincinnati	4.7/237/86

Two teams of U.S. companies signed an agreement to share HDTV risks and royalties if any of their three designs is adopted in 1993 as the North American advanced TV transmission standard. General Instrument Corp./Massachusetts Institute of Technology (developers of two digital systems) and AT&T/Zenith Electronics (developers of one digital system) also agreed to jointly enhance any of their HDTV systems selected by the FCC.

CNN business editor and anchor Lou Dobbs was reprimanded in a memo last week by CNN president Tom Johnson for participating in outside company management videos for which he received fees. Johnson ordered Dobbs to return the estimated $15,000 in fees he received for the work. In a separate memo, Dobbs apologized to Johnson and the CNN staff.

Warner Bros. Domestic Television Distribution has obtained the syndication rights to *Bedroom Buddies*, a half-hour romance strip created by Howard Schultz and a joint venture partnership with the Chris-Craft/United TV station group. WBDTD President Dick Robertson says a six-week test on three Chris-Craft independents, as well as some other possible affiliates and indies in metered markets, is scheduled to start Aug. 10. If the test goes well, the strip will go into a full national launch by January

TV MARTI SURVIVES ON SECOND-VOTE REVERSAL

In an unusual twist of events, the House of Representatives voted to eliminate the full $12.6 million in funding proposed for TV Marti last Thursday (July 30), but then reversed itself a few minutes later in a second vote. Bill Alexander (D-Ark.) introduced an amendment to the Commerce, Justice, State appropriations bill (H.R. 5678) to slash TV Marti, calling it "a cold war relic." The amendment passed 206-194 on the first vote. TV Marti supporters then marshaled their forces, called for a second vote and convinced enough members to change their minds to defeat the amendment, 181-215. H.R. 5678 then passed the full House, 242-153, a few minutes later. During debate on the Alexander amendment, Al Swift (D-Wash.) called the balloon-supported transmission system a "Rube Goldberg contraption...Sending television signals to Cuba that can be easily jammed does not give us another channel of communication to Cuba." TV Marti supporters argued that the jamming process is a huge expense for the Cuban government, an expense that will soon be too costly to continue. "This would be the wrong time to stop this program," said Dante Fascell (D-Fla.). -BMS